

Reply to Office Action dated July 27, 2007

REMARKS

Claims 1 and 3-24 are pending in this application. By this Amendment, claims 1, 6, 8-10 and 14 are amended. Various amendments are made for clarity and are unrelated to issues of patentability.

The Office Action rejects claims 1, 3-7, 13 and 22-24 under 35 U.S.C. §103(a) over U.S. Patent 7,003,790 to Inoue et al. (hereafter Inoue) in view of U.S. Patent 5,416,693 to Yoshinari. The Office Action also rejects claims 14-17 under 35 U.S.C. §103(a) over Inoue, Yoshinari and further in view of newly-cited U.S. Patent 6,983,478 to Grauch et al. Still further, the Office Action rejects claims 8, 11 and 12 under 35 U.S.C. §103(a) over Inoue, Yoshinari and U.S. Patent 6,184,918 to Goldshmidt Iki et al. (hereafter Goldschmidt Iki). The Office Action also rejects claims 9 and 10 under 35 U.S.C. §103(a) over Inoue, Yoshinari, Goldschmidt Iki and U.S. Patent 7,006,881 to Hoffberg et al. (hereafter Hoffberg). Still further, the Office Action also rejects claims 18 and 19 under 35 U.S.C. §103(a) over Inoue. The rejections are respectfully traversed with respect to the pending claims.

Independent claim 1 recites that the user history recorder includes a consumption behavior recorder for recording a consumption behavior of each section according to the user's action on each section while using a content. Independent claim 1 also recites that the consumption behavior recorder comprises a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed, a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content (the section information regarding the stopped action including a

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stop point indicator relative to the content), a skimmed record area for recording section information regarding a skimmed action made on the content, and a skipped record area for recording section information regarding a skipped action made on the content. Independent claim 1 also recites that the stopped action, the skimmed action and the skipped action are each different actions. Independent claim 1 also recites that the information from the normal finish area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred to the content provider.

The applied references do not teach or suggest at least these features of independent claim 1. More specifically, the Office Action (on page 4) appears to rely on Inoue as teaching that information is transferred to a totalization center 8. The Office Action also appears to state that Inoue does not teach or suggest the claimed normal finish record area and skimmed record area. The Office Action (on page 5) also appears to state that Inoue and Yoshinari do not teach or suggest the claimed normal finish record area and skimmed record area. The Office Action then appears to rely on Yoshinari to find the missing features. While the Office Action's assertions appear contradictory, applicant is providing the following reasons of how Inoue and Yoshinari do not teach or suggest all the features of independent claim 1.

Yoshinari does not teach or suggest a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed. The Office Action (on page 5) appears to cite Yoshinari's col. 4, lines 6-7 and FIG. 2, step S24B. However, this does not teach or suggest information regarding whether the user has viewed the

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entire content to an end at a normal speed. Rather, the cited section merely relates to a Play command. The play command does not correspond to information regarding whether a user has viewed an entire content to an end at a normal speed.

Furthermore, Yoshinari and Inoue do not teach or suggest a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content, where the section information regarding the stopped action including a stop point indicator relative to the contents. When discussing previous dependent claim 8, the Office Action references Yoshinari's col. 3, lines 53-63, col. 4, lines 5-6 and 17-20 as well as FIG. 2, steps 24, 25 and 27. However, the cited sections do not relate to a stopped action made by the user during a middle of the content. The cited sections also do not relate to a stop point indicator relative to the content. Yoshinari's S26 merely relates to whether a slow scan command, a play command and/or a fast scan command has been stopped. Thus, Inoue and Yoshinari do not teach or suggest the claimed stopped record area as recited in independent claim 1.

Still further, Inoue and Yoshinari do not teach or suggest that the information from the normal finish area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred to the content provider, as recited in independent claim 1. That is, the Office Action appears to state that Inoue does not relate to the claimed information from the normal finish area, information from the skimmed record area and information from the stopped record area. Additionally, Yoshinari does not teach or suggest transferring information to the content

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provider. Rather, Yoshinari merely relates to a moving picture search support device that allows a user to search a particular scene or frame. Yoshinari does not teach or suggest that collected information is transferred to a content provider. Furthermore, Inoue does not teach or suggest that specific information regarding a stopped action, a skimmed action and/or a skipped action is transferred to a content provider. Accordingly, neither references teaches or suggest that information from a normal finish area, section information from the stopped record area, section information from the skimmed record area and section information of the skipped record area are transferred to a content provider, as recited in independent claim 1.

For at least the reasons set forth above, Inoue and Yoshinari do not teach or suggest all the features of independent claim 1. The other applied references do not teach or suggest the missing features of independent claim 1. Thus, independent claim 1 defines patentable subject matter.

Independent claim 14 recites transferring by the interactive television, the consumption behavior record information stored in the user history recorder to the content provider every designated cycle, wherein the transferred consumption behavior record information includes information related to a rewinding action made by a user on the content, information related to a slowing action made by the user on the content, and information related to a stopped action made by the user on the content, the information related to the stopped action including a stop point indicator. Independent claim 14 also recites analyzing, by a specific content provider, information in the consumption behavior record information transferred from the interactive television, and calculating the audience rating per section of a designated content as a frequency

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of the actions by the user made in the relevant content increases. Independent claim 14 also recites that the analyzed information includes the information related to the rewinding action, the information related to the slowing action and the information related to the stopped action.

For at least similar reasons as set forth above, the applied references do not teach or suggest at least these features of independent claim 14. More specifically, the Office Action (on page 9) states that Inoue does not relate to information related to a rewinding action, information regarding to a slowing action, and information related to a stopped action. The Office Action then relies on Yoshinari's col. 4, lines 2-6, 23-27 and 41-66 for features relating to the slowing action and the stopped action. The Office Action also relies on Grauch's col. 6, lines 18-27 for features relating to a rewinding action made by a user from the content.

However, the applied references do not teach or suggest analyzing by a specific content provider, information in the consumption behavior record information transferred from the interactive television, wherein the analyzed information includes the information relating to the rewinding action, the information related to the slowing action and the information related to the stopped action. Yoshinari does not teach or suggest that the claimed information relating to the rewinding action, the slowing action and the stopped action are transferred by the interactive TV to the content provider and are analyzed by the content provider. Furthermore, Inoue does not teach or suggest analyzing the specifically claimed information.

Additionally, for at least similar reasons as set forth above, the applied references do not teach or suggest that the transferred consumption behavior record information includes information related to the stopped action including a stop point indicator. Yoshinari's col. 3,

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lines 53-63, col. 4, lines 5-6 and 17-20 and FIG. 2 do not relate to a stop point indicator and/or that the transferred information includes the stop point indicator.

For at least the reasons set forth above, the applied references do not teach or suggest all the features of independent claim 14. Thus, independent claim 14 defines patentable subject matter.

For at least the reasons set forth above, each of independent claims 1 and 14 defines patentable subject matter. Each of the dependent claims depends from one of the independent claims and therefore defines patentable subject matter at least for this reason. In addition, the dependent claims recite features that further and independently distinguish over the applied references.

CONCLUSION

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1 and 3-24 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this,

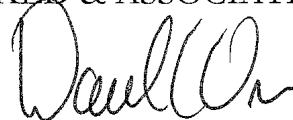
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concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,
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